

Message Text

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42

ACTION COME-00

INFO OCT-01 NEA-05 ADP-00 EB-05 RSR-01 RSC-01 /013 W

----- 067264

R 291240 Z MAY 73

FM AMEMBASSY TEHRAN

TO SECSTATE WASHDC 2452

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FOR COMMERCE

E. O. 11652: N/ A

TAGS: ETRD, IR

SUBJ: INVESTMENT OPPORTUNITY: SMALL GASOLINE ENGINES

REF: A. STATE 100840; B. TEHRAN 3461; C. TEHRAN 1764;

D. STATE 046984

1. IN CONNECTION PARA 3, REF A, FOLLOWING RECEIPT REF D, EMBASSY FIRST DISCUSSED QUESTION IN DEPTH WITH WISCONSIN ENGINE LOCAL AGENT. FEW DAYS LATER HAD FURTHER DISCUSSION WITH WISCONSIN EXPORT MANAGER, JOHN JULIAN, AND AGENT CONCERNING SMALL ENGINE PROJECT AND ARRANGED APPOINTMENT FOR MR. JULIAN TO DISCUSS MATTER WITH DEPUTY ASSISTANT SECRETARY OF ECONOMY IN ABSENCE ASSISTANT SECRETARY FROM TEHRAN. AS RESULT DISCUSSION, JULIAN WAS RETURNING TO US TO PURSUE MATTER FURTHER WITH HIS CORPORATE MANAGEMENT.

2. FOLLOWING FOREGOING EVENTS, EMBASEQ FURTHER PURSUED MATTER WITH LOCAL AGENT TO ENSURE FOLLOW UP AND, NATURALLY, SEIZED FIRST OPPORTUNITY TO BRING MATTER TO ATTENTION ASSISTANT SECRETARY WHEN LATTER RETURNED TO TEHRAN, AS REPORTED REF C.

3. EMBASSY'S PURPOSE IN SENDING REF B WAS TO TRY TO EXPEDITE DECISION BY WISCONSIN. DURING CONVERSATIONS WITH MR. JULIAN, IT BECAME APPART THAT, AS IN CASE OF NEARLY ALL LARGE US CORPORATIONS, DECISION- MAKING PROCESS FOR INVESTMENT ABROAD IS LONG AND LABORIOUS.

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4. EMBASSY STILL FOLLOWING MATTER CLOSELY IN ORDER ENSURE WIS-
CONSIN OR OTHER US FIRM HAS OPPORTUNITY BID FOR PROJECT BUT, AT
THIS POINT, DOUBTS DETAILS OF JAPANESE PROPOSAL CAN BE OBTAINED
IN LIGHT OF LESS- THAN- FRIENDLY ATTITUD

*** Current Handling Restrictions *** n/a

*** Current Classification *** LIMITED OFFICIAL USE

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